

Message Text

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ACTION COME-00

INFO OCT-01 EA-09 ISO-00 MMO-04 CIAE-00 EB-08 INR-07

LAB-04 NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /052 W

-----230839Z 051242 /21

R 230737Z MAR 77

FM AMEMBASSY TAIPEI

TO SECSTATE WASHDC 2937

UNCLAS SECTION 1 OF 2 TAIPEI 1604

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: COUNTRY COMMERCIAL PROGRAMS--PRELIMINARY

FY 1979 INPUTS

REF : STATE 044899

THE FOLLOWING IS A LIST OF POST RECOMMENDATIONS FOR CAMPAIGNS
AND OTHER SPECIAL POST EFFORTS FOR FY '79 AS REQUESTED REFTTEL:

A. PRODUCT CAMPAIGNS:

1. FOOD PROCESSING & PACKAGING EQUIPMENT (PRIORITY NO.3)

THE ROC FOOD PROCESSING INDUSTRY HAS GROWN STEADILY
OVER THE LAST FIVE YEARS AS A RESULT OF CHANGING LOCAL DEMAND
FOR PROCESSED FOODS AND INCREASING EXPORT SALES. IN ADDITION,
THE GOVERNMENT IS ENCOURAGING THE MODERNIZATION OF THE LOCAL
FOOD INDUSTRY. THIS CAMPAIGN IS IN SUPPORT OF TC EVENT
SCHEDULED FOR EARLY FY '79.

2. MATERIALS HANDLING EQUIPMENT (PRIORITY NO.1)

THE DEMAND FOR MATERIALS HANDLING EQUIPMENT, WHICH HAS
BEEN STIMULATED BY THE TEN MAJOR INDUSTRIAL AND INFRASTRUCTURE
PROJECTS, SHOULD CONTINUE TO GROW. TOTAL CONSUMPTION IS
EXPECTED TO RISE FROM \$44 MILLION IN 1975 TO \$133 MILLION
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IN 1979. NEW CONCEPTS IN EQUIPMENT SELECTION, COST
REDUCTION, TIME AND LABOR SAVING EFFICIENCIES ARE MORE AND
MORE BEING TAKEN INTO CONSIDERATION BY BOTH GOVERNMENT AND
PRIVATE SECTORS. THE TC PLANS TO HAVE AN EXHIBITION OF
THIS CAMPAIGN THEME DURING FY '79.

3. TEXTILE & APPAREL MANUFACTURING EQUIPMENT (PRIORITY NO.5)

THE TEXTILE INDUSTRY HAS BEEN THE ROC'S LARGEST FOREIGN EXCHANGE EARNER FOR THE PAST SIX YEARS. THE INDUSTRY, ENJOYING UNPRECEDENTED PROSPERITY, BOUGHT EQUIPMENT AND OVER-EXPANDED IN 1973-74, BEFORE THE WORLD-WIDE RECESSION AND THIS HAS CAUSED SOME SETBACKS IN VARIOUS SECTORS OF THE INDUSTRY. HOWEVER, THE INDUSTRY IS EXPECTED TO RECOVER AND RESUME EQUIPMENT PURCHASES BY 1979 AND SALES OF U.S. TEXTILE AND APPAREL MANUFACTURING EQUIPMENT SHOULD HAVE SALES POTENTIAL HERE.

4. MACHINE TOOLS & METALWORKING EQUIPMENT (PRIORITY NO.6)

IN FOLLOW-UP TO THE TC MACHINE TOOL '77 SHOW, THE COMMERCIAL SECTION PLANS TO EXPAND ITS ACTIVITIES WITH LOCAL CONTRACTORS AND RELEVANT GOVERNMENT AGENCIES TO STIMULATE INTEREST IN U.S. MACHINE TOOLS AND METALWORKING EQUIPMENT.

5. POLLUTION CONTROL EQUIPMENT (PRIORITY NO.8)

AS RESULT OF RAPID ECONOMIC GROWTH, INDUSTRIAL POLLUTION HAS BECOME A PUBLIC HEALTH NUISANCE IN THE ROC. LONG NEGLECTED, AIR AND WATER POLLUTION ARE NOW BEING GIVEN ATTENTION BY BOTH GOVERNMENT AGENCIES AND LOCAL INDUSTRY. TOTAL CONSUMPTION OF POLLUTION CONTROL EQUIPMENT, WHICH AMOUNTED TO \$58 MILLION IN 1975, IS EXPECTED TO EXCEED \$148 MILLION IN 1979.

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6. ELECTRONIC INDUSTRY PRODUCTION & TEST EQUIPMENT (PRIORITY NO.10)

THIS CAMPAIGN IS A FOLLOW-UP TO THE TC SHOW OF AUG. 1978. AS ROC'S SECOND LARGEST FOREIGN EXCHANGE EARNER, THE ELECTRONICS INDUSTRY HAS TRADITIONALLY BEEN A STRONG MARKET FOR U.S. MANUFACTURED COMPONENTS AND IS INCREASINGLY BECOMING A STRONG MARKET FOR COMPONENT PRODUCTION EQUIPMENT.

7. BUILDING EQUIPMENT & MATERIALS (PRIORITY NO.11)

THIS CAMPAIGN IS A FOLLOW-UP TO THE TC SHOW OF APRIL 1978 TO EXPAND COMMERCIAL SECTION'S ACTIVITIES IN ENCOURAGING RELEVANT GOVERNMENT AGENCIES AND LOCAL CONTRACTORS TO PURCHASE MORE U.S. CONSTRUCTION EQUIPMENT AND MATERIALS.

B. SPECIAL POST ACTIVITIES:

1. MAJOR PROJECTS (PRIORITY NO.2)

POST INTENDS TO REPORT AS ADVANCE INFORMATION BECOMES AVAILABLE ON PROJECTS AND PRODUCT SALES IN THE PREPLANNING/ CONCEPTUALIZATION STAGE IN TAIWAN, AS WELL AS NEW DEVELOPMENTS RELATED TO PROJECTS UNDERWAY OR PRODUCT SALES UNDERWAY.

2. TRADE MISSION SUPPORT (PRIORITY NO.7)

POST PLAQFPTO HANDLE A MINIMUM OF TWO IOGA TRADE MISSIONS AND TWO SPECIALIZED TRADE MISSIONS IN FY '79.

3. TRADE PROMOTION EVENT SUPPORT (PRIORITY NO.4)

POST WILL PROVIDE NECESSARY SUPPORT TO THOSE TC EVENTS DURING FY '79 NOT LISTED OR COVERED UNDER CAMPAIGNS IN SECTION A.

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4. TRADE NEGOTIATIONS (PRIORITY NO.9)

POST WILL CONTINUE TO WORK WITH GROC TO LOWER TARIFFS AND OTHER BARRIERS TO TRADE. AT THE SAME TIME, THE STAFF WILL CONTINUE TO PARTICIPATE IN THE TEXTILE NEGOTIATIONS AND "ESCAPE CLAUSE" ACTIONS UNDER THE 1974 TRADE ACT.

C. SUMMARY OF PERSONNEL AND FINANCIAL RESOURCES REQUIRED

FOR SUPPORT OF FY '79 CCP ACTIVITIES ARE AS FOLLOWS:

1. PERSONNEL FOR CAMPAIGNS AND SPECIAL POST ACTIVITIES:

FSO/R	- 460 MAN/DAYS
FSL/P	- 610 MAN/DAYS
CLER.	- 320 MAN/DAYS

2. PERSONNEL FOR OTHER POST ACTIVITIES:

FSO/R	- 750 MAN/DAYS
FSL/P	- 710 MAN/DAYS
CLER.	- 835 MAN/DAYS

3. FINANCIAL RESOURCES FOR CAMPAIGN ACTIVITIES:

TRAVEL	- \$900.00
REPRESENTATION	- \$600.00

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COMMERCIAL LIBRARY	- \$600.00
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4. FINANCIAL RESOURCES FOR NON-CAMPAIGN ACTIVITIES:

TRAVEL	- \$1,500.00
REPRESENTATION	- \$ 800.00
CONTRACT SERVICES	- \$6,800.00
MISCELLANEOUS (LIBRARY)	- \$1,200.00.

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Message Attributes

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Previous Handling Restrictions: n/a
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Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERCIAL PROGRAMS--PRELIMINARY FY 1979 INPUTS
TAGS: BEXP, TW
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/ad5520b3-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009